



Romance: A BCG Analysis

Original by Andy Meyer
June, 1996

THE BOSTON CONSULTING GROUP

Agenda

My relationships

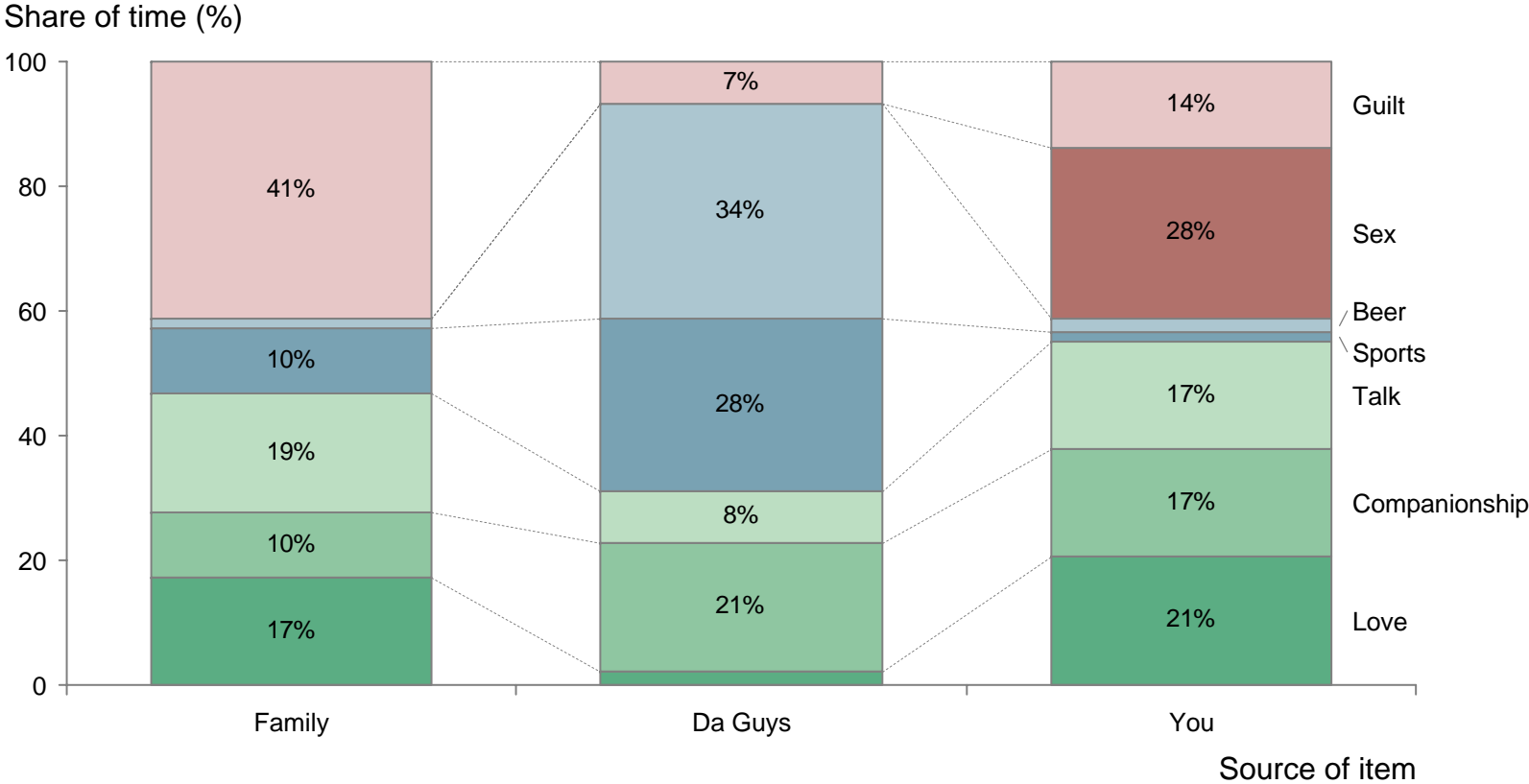
- Past
- Present

Our relationship in detail

Evaluation

Different relationships provide different things

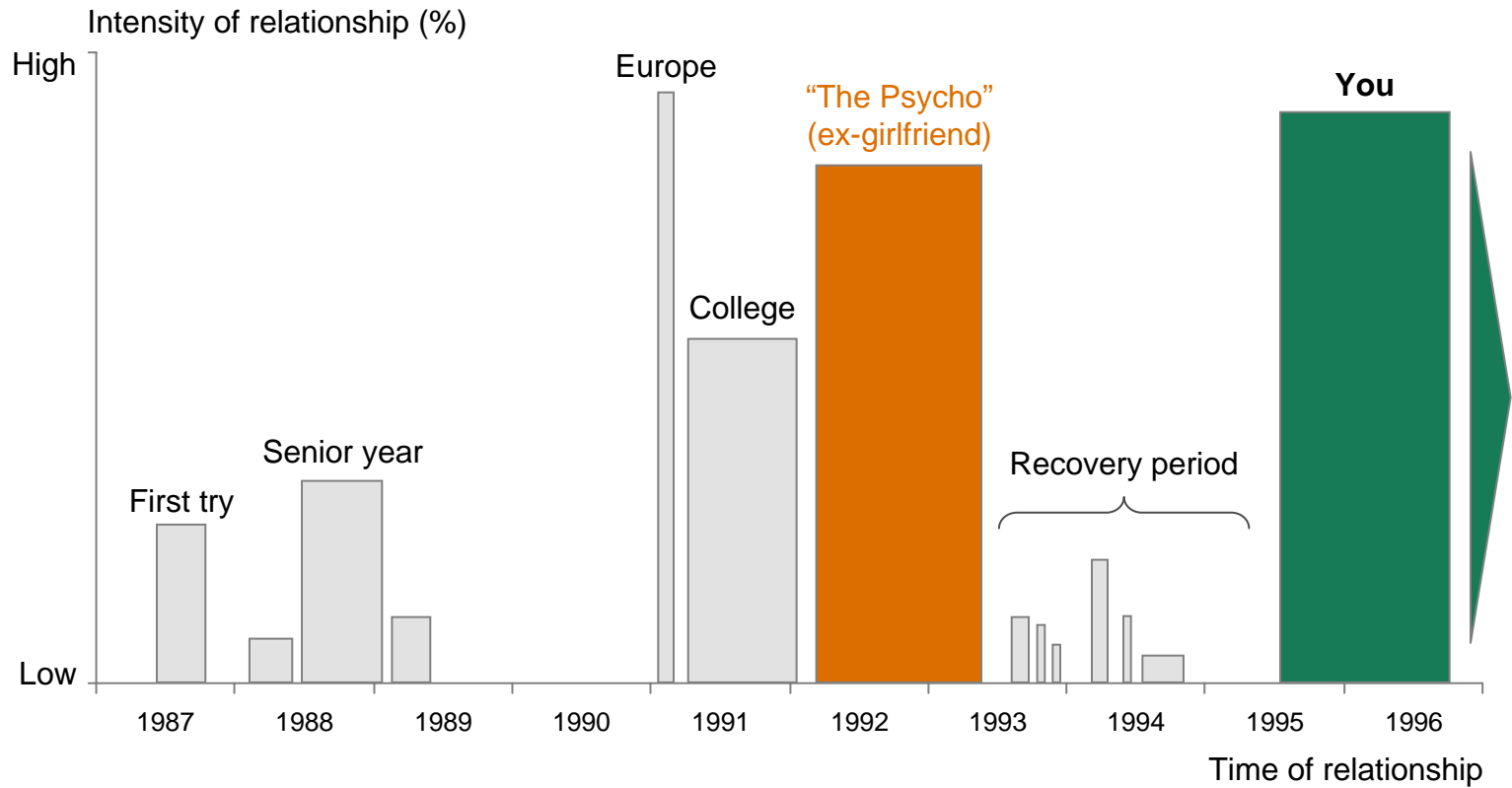
Illustrative Example



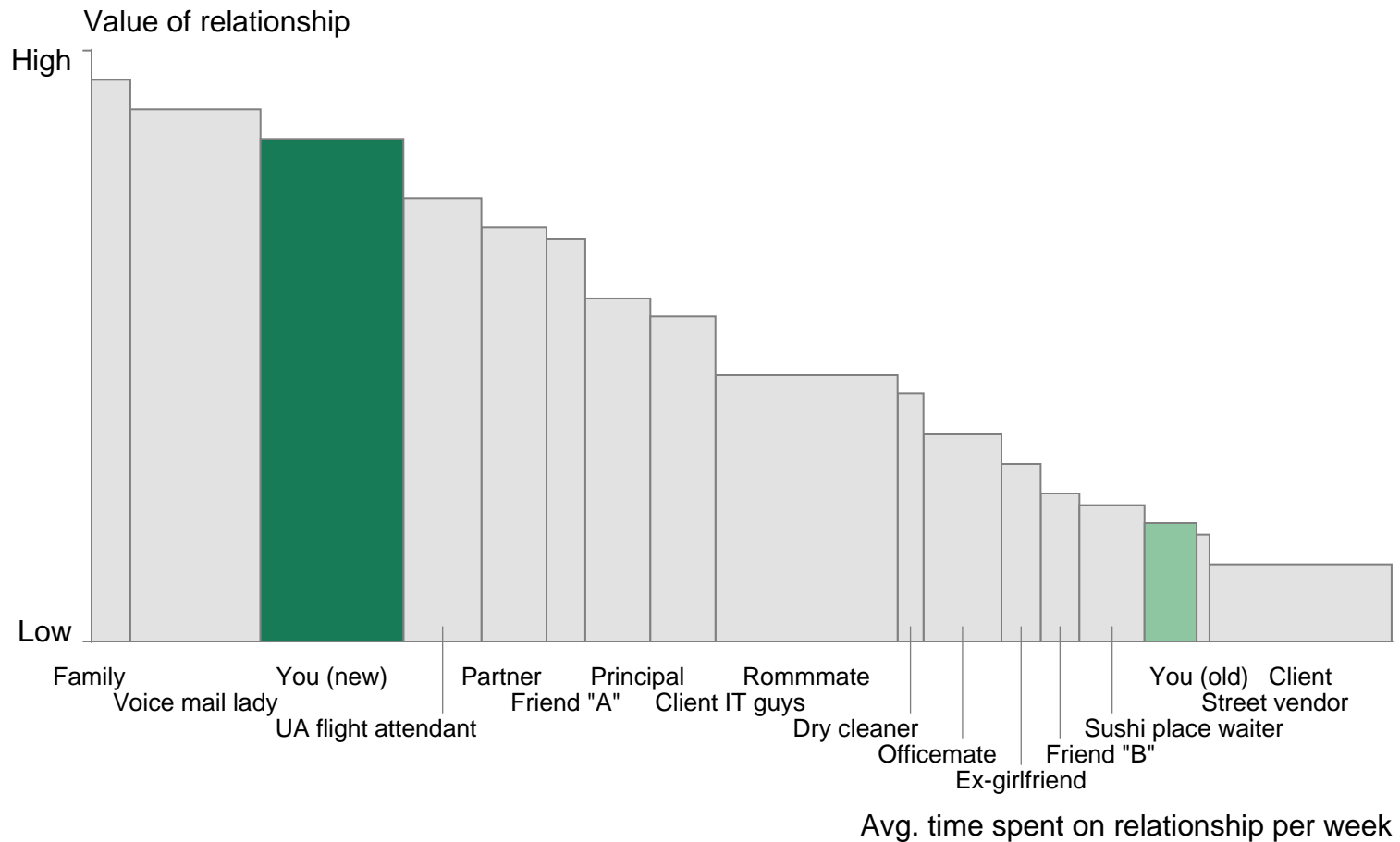
Source: Internal focus groups; BCG analysis
 Consultant's Love Life (new format) 30Jan08.ppt

Increase in relationship duration and intensity

Psycho a set back, but recovery under way

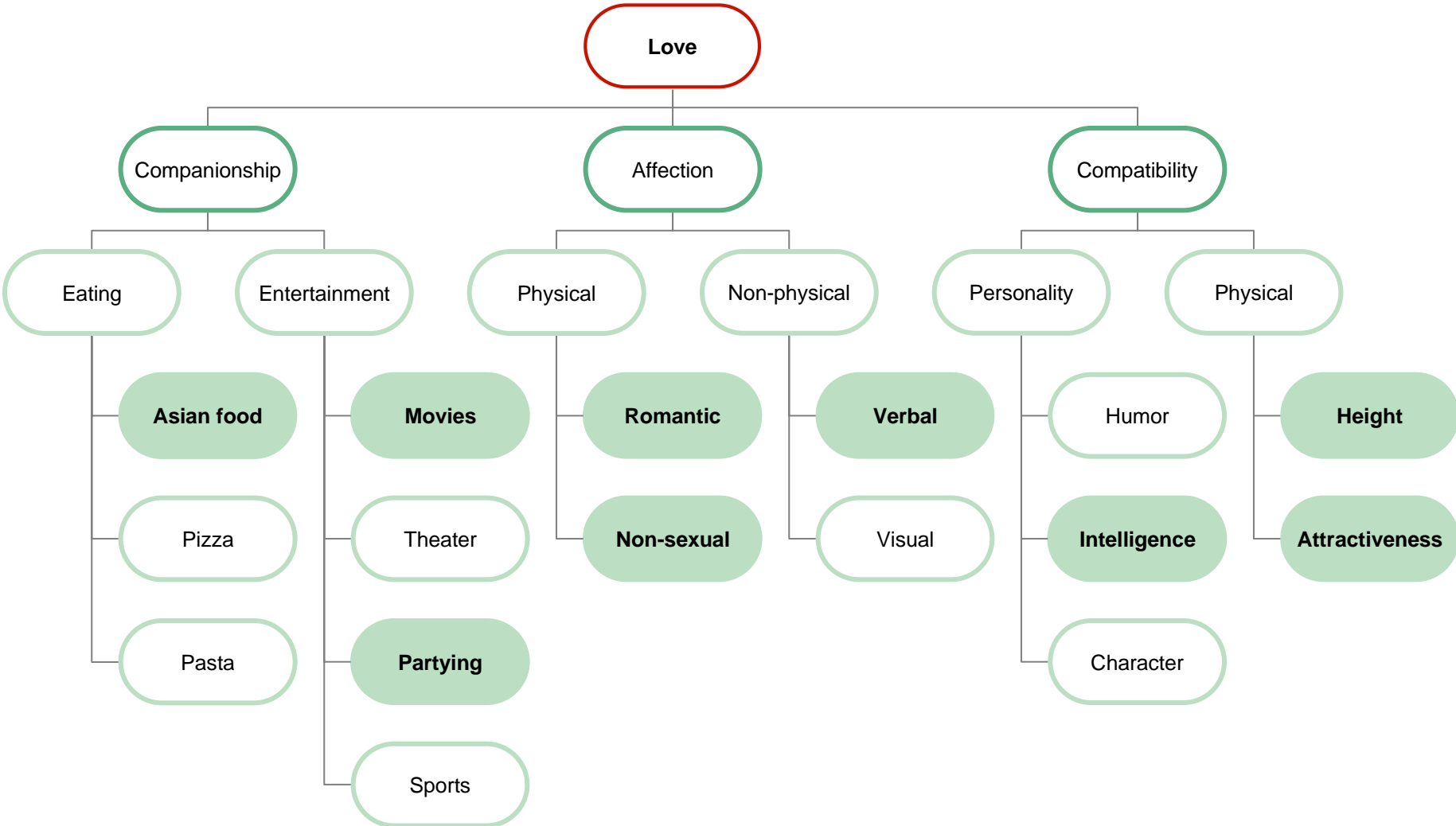


You rank highly among existing relationships



Relationship drivers

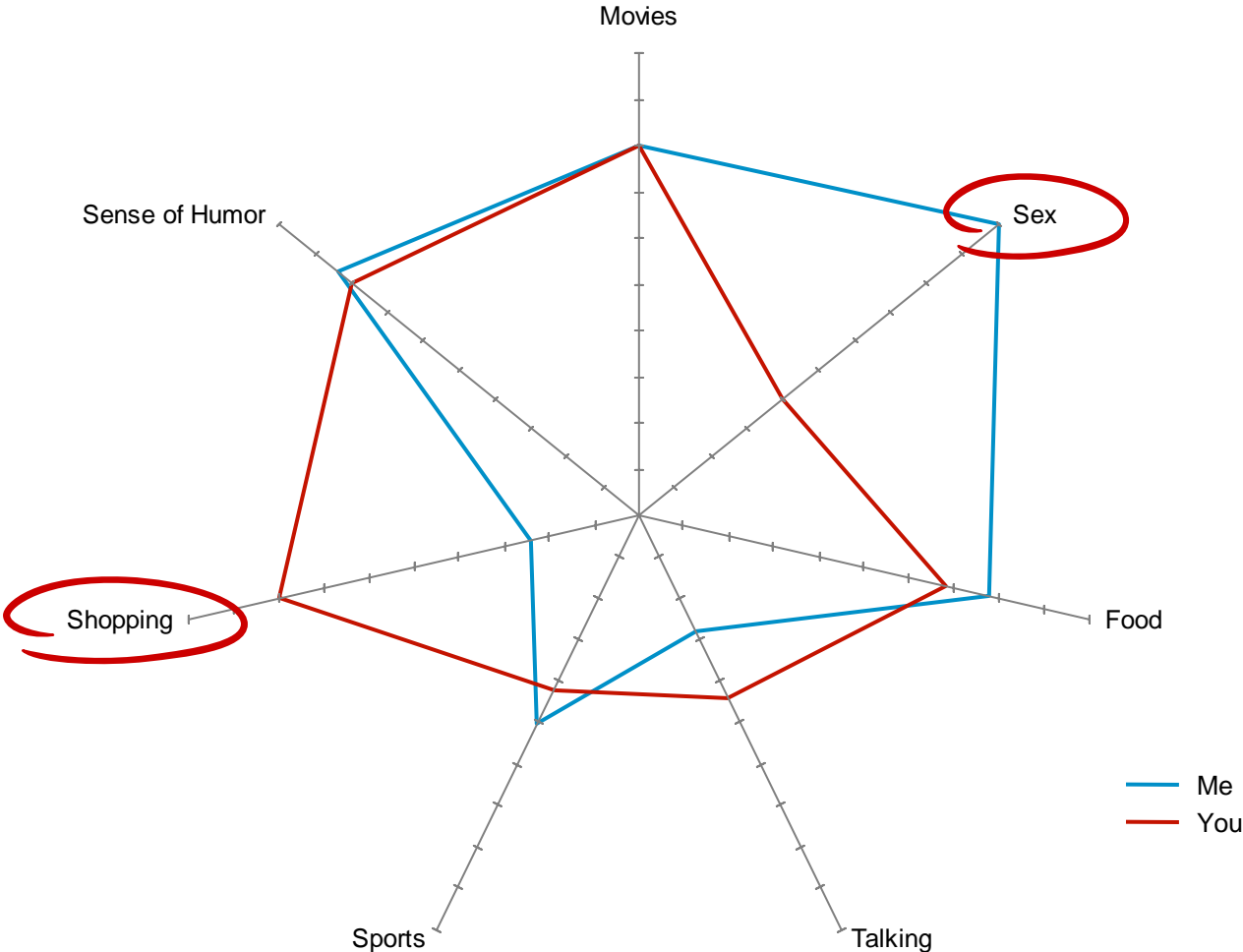
Significant share of key drivers met



Source: Poets; Romantics; Self-Help books; BCG analysis
Consultant's Love Life (new format) 30Jan08.ppt

Personal interests mostly compatible

Greatest gap in sex, shopping



Source: Cosmo Magazine questionnaire; BCG analysis
Consultant's Love Life (new format) 30Jan08.ppt

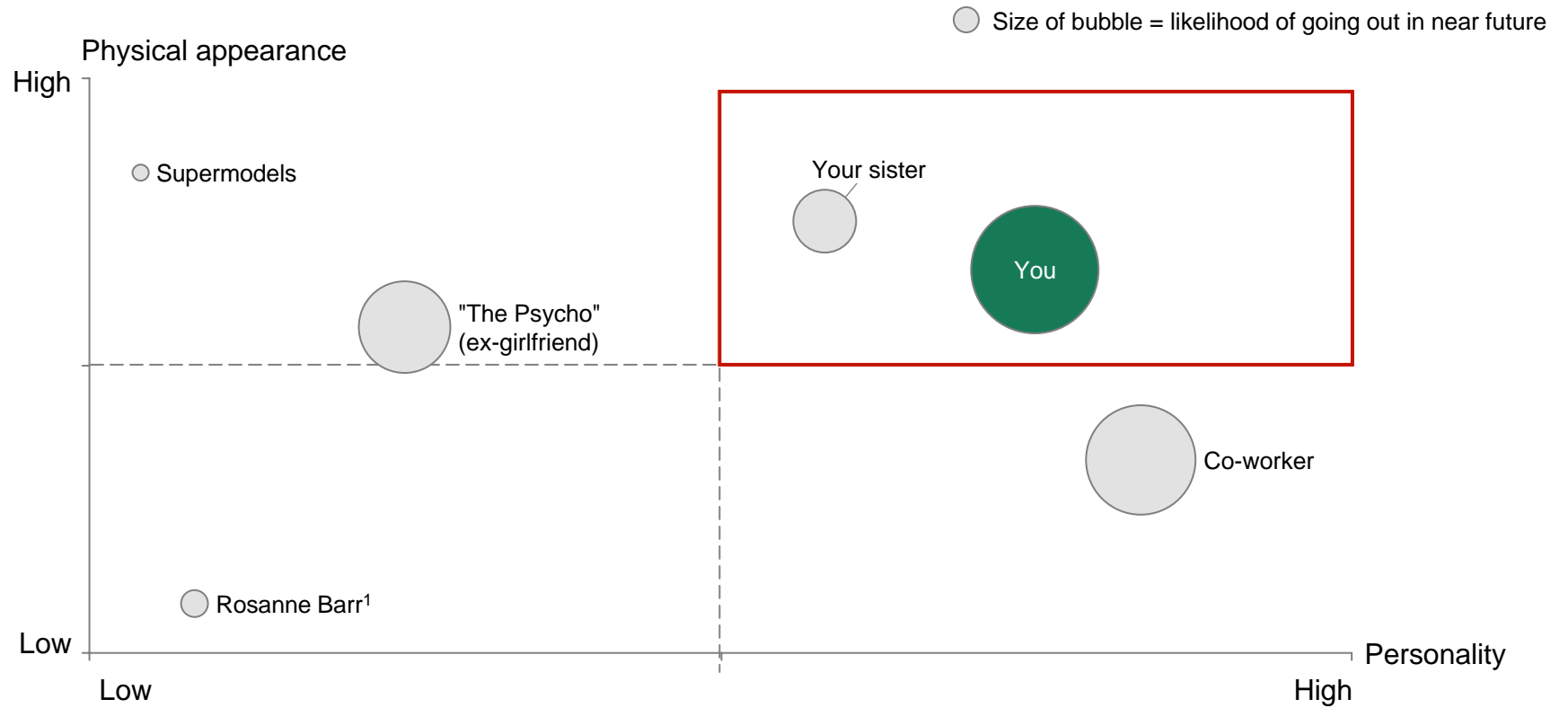
Physical characteristics strong

| Name | Eyes | Hair | Height | Body | Legs | Face |
|---|------|------|--------|------|------|------|
| <i>You</i> | | | | | | |
| <i>Sharon Stone</i> | | | | | | |
| <i>“The Psycho” (ex-girlfriend)</i> | | | | | | |
| <i>Your sister</i> | | | | | | |
| <i>Rosanne Barr¹</i> | | | | | | |

1. For reference only
 Source: Individual Hormonal Response; BCG analysis
 Consultant’s Love Life (new format) 30Jan08.ppt

Overall ranking is top box

Sister also a top prospect



1. For reference only
Source: Thin air

Response to relationship has been mixed

Reaction has been positive...

- “They make a cute couple”**
 - Mutual friend
- “I think it’s great”**
 - Officemate
- “She’s hot”**
 - Male friend
- “If she wants him, fine. They deserve each other”**
 - “They Psycho” (ex-girlfriend)

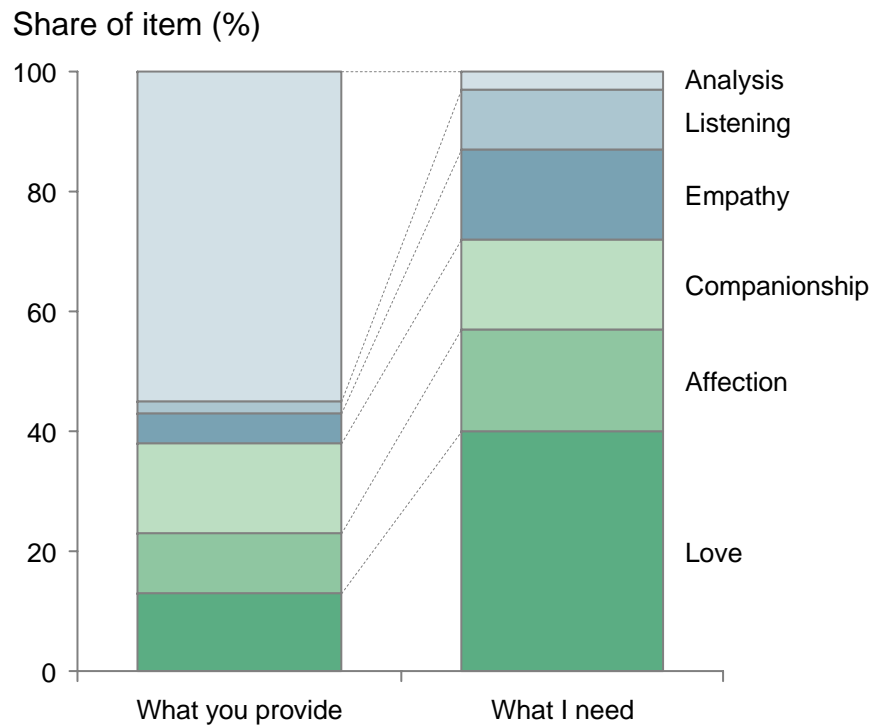
...but awareness of relationship is low

- “I didn’t even know they were going out”**
 - Co-worker
- “She doesn’t look Jewish”**
 - Parent
- “I thought he was gay”**
 - Female friend

In sum: relationship and long-term prospects strong, but need to maintain awareness of possible roadblocks

Response from current girlfriend

Clear disconnect between customer needs and existing service



In conclusion

Relationship weakening

- Formal
- Uncommunicative

Long term prospects dwindling

Roadblocks are here today

Speak in English, not in slides

“I’m outta here!”